

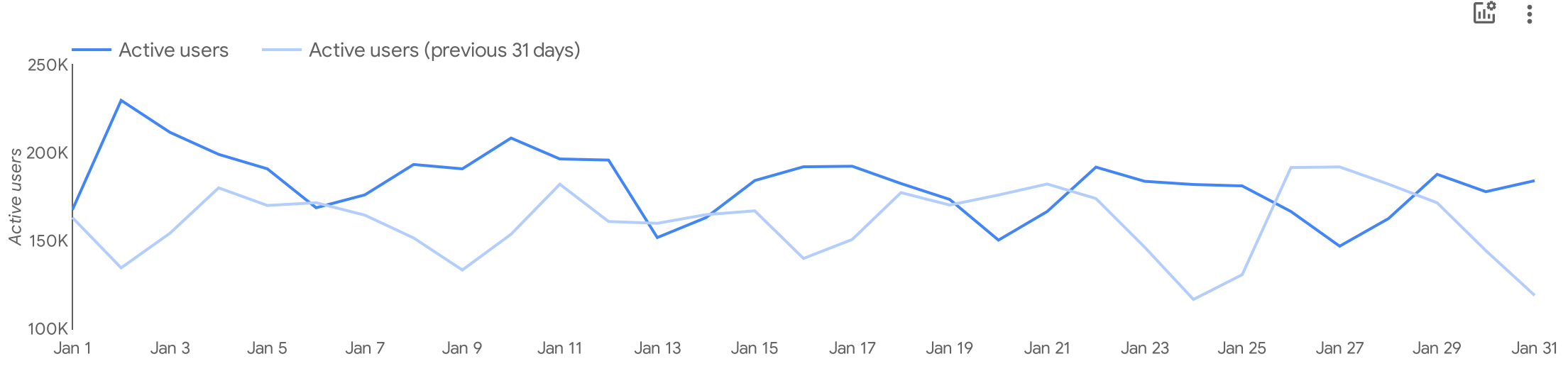


2024 January

Summary

Total users <b>5.1M</b> ↑ 14.0%	New users <b>4.7M</b> ↑ 12.9%	New User % <b>92%</b> ↓ -1.0%	Pct Engaged <b>94%</b> ↓ -0.6%	Pageviews per User <b>5.6</b> ↑ 2.9%	Engagement Time <b>00:01:13</b> ↑ 4.3%
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Trends

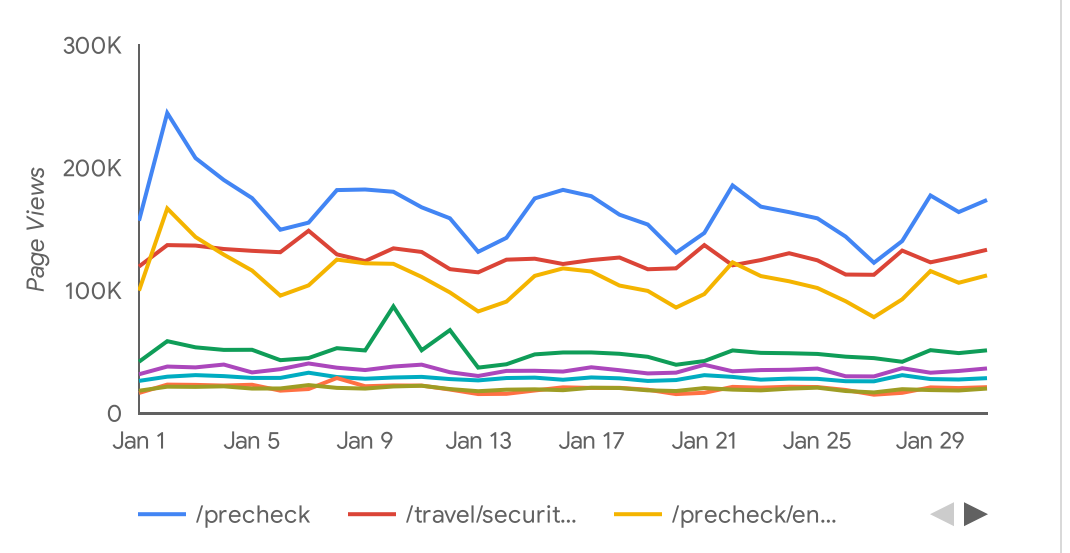


Page Views

	Page title	Views	New users	Total users
1.	TSA PreCheck®   Transportation Security A...	5,159,098	1,301,638	1,733,737
2.	What Can I Bring? All   Transportation Secu...	3,930,354	231,241	433,180
3.	TSA PreCheck® Enrollment Centers   Trans...	3,825,385	70,679	638,245
4.	Transportation Security Administration   Tr...	1,538,083	451,545	614,517
5.	What Can I Bring? Miscellaneous   Transpor...	1,091,982	5,137	99,347
6.	What Can I Bring? Food   Transportation Se...	885,335	59,382	139,329
7.	Acceptable Identification at the TSA Check...	623,287	192,923	248,828
8.	Liquids Rule   Transportation Security Admi...	615,242	169,674	244,086
9.	TSA PreCheck® Renewals   Transportation ...	427,912	121,833	153,578
10.	TWIC®   Transportation Security Administra...	391,353	104,435	128,720

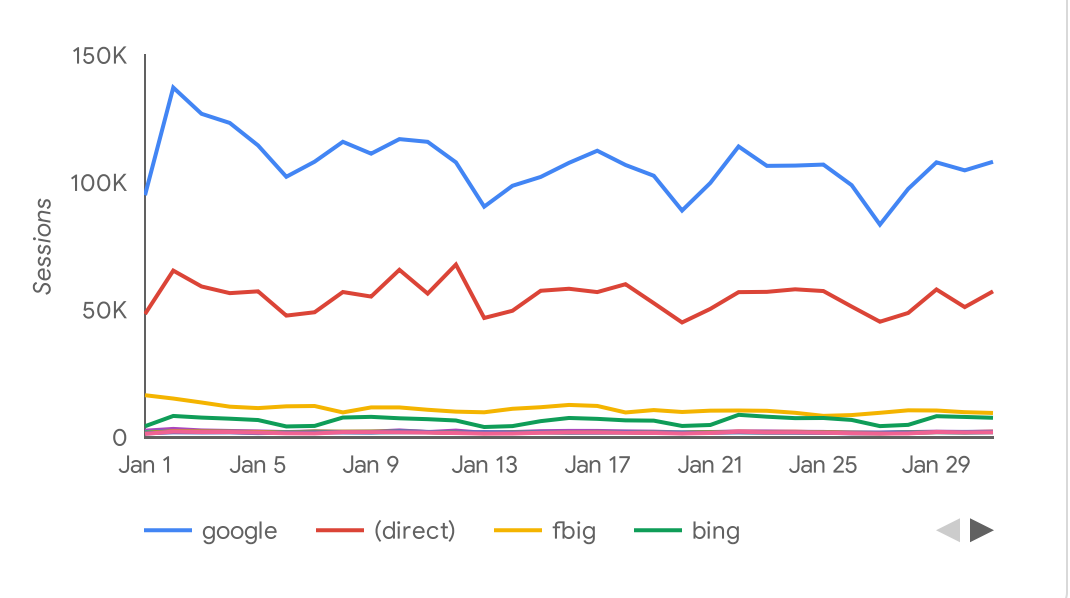
Top Pages

Page path	Views	% Views	Active users
/precheck	5,151,979	18.2%	1,727,878
/travel/security-screening/whatcanibri...	3,930,567	13.9%	431,916
/precheck/enrollment-centers	3,382,118	11.9%	629,300
/	1,538,295	5.4%	613,523
/travel/security-screening/whatcanibri...	1,092,008	3.9%	98,792
/travel/security-screening/whatcanibri...	885,402	3.1%	138,944
/travel/security-screening/identification	623,709	2.2%	248,495
/travel/security-screening/liquids-rule	615,314	2.2%	243,226
/precheck/renew	427,967	1.5%	153,231



Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
google	organic	2,871,857	44.6%
(direct)	(none)	1,656,056	25.7%
google	cpc	415,350	6.4%
fbig	social	350,114	5.4%
bing	organic	121,954	1.9%
bing	cpc	83,329	1.3%
(not set)	(not set)	69,200	1.1%
duckduckgo	organic	60,715	0.9%
yahoo	organic	60,640	0.9%



Top Events

Event name	Event count	% Events	Active users
page_view	28,770,774	44.1%	5,099,995
user_engagement	9,048,254	13.9%	3,086,563
scroll	8,558,437	13.1%	3,396,623
session_start	6,422,076	9.8%	5,055,456
first_visit	4,795,821	7.3%	4,809,884
click	1,755,423	2.7%	1,195,820
form_start	1,244,360	1.9%	817,731
form_submit	863,273	1.3%	563,565
tsaenrollmentbyidemia.tsa.d...	825,893	1.3%	651,627

